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Green Clean Now Costing Consumers Fewer Greenbacks

Earth Friendly Products Reduces Its Entire Eco-Friendly Cleaning Product Line by 15 Percent

Garden Grove, CA – August 4, 2009 – Earth Friendly Products has just announced an across-the-board price reduction of up to 15 percent on its entire line of award-winning eco-friendly cleaning products. This cost cutback takes the company’s commitment to compete with non-green cleaning products one step further. Now, many items in Earth Friendly Products’ inventory actually beat the competition at the sales register.

According to an April 2009 CBS report, “Recent consumer surveys show [that] in this economy, many Americans are now hesitant to buy green products because they cost more.” Competing media ABC2News confirmed this mindset, pointing out, “Eco-friendly products have a reputation for being expensive, frumpy and difficult to find.” Earth Friendly Products, a leading manufacturer of environmentally cleaning products, is not only allaying these cost-conscious concerns, it’s also giving consumers a substantial amount of product for their money.

One ploy that manufacturers are resorting to in an effort to maintain profits is cutting back on their package sizes. What’s more, they’re doing so without a comparable decrease in price. Indeed, last year, “USA Today” reported this caution: “Shoppers beware: Products shrink but prices stay the same.” The newspaper cited Dial soap as just one example: “Early this year, Henkel of America downsized its Dial soap bath bar from 4.5 ounces to 4”, says Scott Moffitt, Dial’s Personal Care senior vice president.”

Just how well do Earth Friendly Products’ new price points compare with the competition? At one local Sam’s Club, the company’s ECOS laundry detergent retails for \$7 less than the equal usage amount of the standard chemical brand, Tide. Couple such cost savings with ECOS’s all-natural formulation and it’s obvious why the product is the number-one-selling green laundry detergent in the world.

“Since our inception in 1989, we’ve been committed 100 percent to bringing the best eco-friendly products to the market at a price everyone can afford,” explains Earth Friendly Products’ CEO Van Vlahakis. “By slashing our prices up to an additional 15 percent, we hope to demonstrate just how serious we take that commitment. Even in the face of a recession, where Americans are contending with cutbacks in their personal income, we believe that every person on the planet should have the option of making environmentally responsible choices and purchasing decisions.”

Budget-conscious consumers who would like to make the world a greener place can purchase the newly reduced Earth Friendly Products online at www.ecos.com. Interested media may arrange a meeting with company management by calling (800) 841-3100, extension 243.

About Earth Friendly Products

Earth Friendly Products is the leader in the development and production of environmentally friendly cleaning supplies for household and commercial use, with over 150 products distributed and sold in the USA, Canada, Europe, South America and Asia. All Earth Friendly Products are created with only replenishable and sustainable plant-based ingredients that are safe for people, pets and the planet. The company proudly adheres to its strict "Freedom Code" in the manufacture of all its products. Earth Friendly Products is the recipient of the Green Patriot™ Green 100™ award, 2007 PETA Progy Award for Best Line of Cruelty-free Household Products and the Natural Home Magazine's "Readers' Choice Award" for Best Eco-Friendly Cleaning Products. For more information on the company and products, please visit www.ecos.com or call (800) 841-3100, ext. 227.